The Business of Being an Artist Lecture Series



The Five P's of Marketing

Presentation by: Thea Fotiu Howell, The Artist's Concierge

Nov. 15 | 6 pm | 200 Riley



Thea Fotiu Howell has thrived at the intersection of art and business with diverse skill sets and experiences that have been cultivated throughout her career of more than 25 years. Thea earned a B.A. in Studio Arts from the State University of New York at Oneonta. She served for 10 years as the Art Director of the City of Raleigh Parks, Recreation, and Cultural Resources, has held administrative roles with various arts organizations and businesses of the triangle area in North Carolina, and also served as a contracted teaching artist with the North Carolina Museum of Art for 10 years. Thea is a published poet and the recipient of an award from The Academy of American Poets. Her paintings have been exhibited in both North Carolina and New York, where she operated a small art gallery featuring her work. In her role as The Artist's Concierge, (theartistsconcierge.com) Thea provides services in website design and content writing, hosts lectures and workshops, and also offers Arts Lead, a professional development program held annually for visual artists in business.